

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *green marketing*, *product innovation*, dan *green brand awareness* terhadap *Purchase Intention straw stainless* berlogo KFC (studi pada konsumen KFC jalan panjang, kebun keruk). Populasi dalam penelitian adalah 180 responden. Sampel yang dipergunakan adalah sebanyak 180 responden, dihitung berdasarkan teori Hair. Metode penarikan sampel menggunakan *Purposive sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuisisioner. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa *green marketing* berpengaruh positif dan signifikan terhadap *purchase intention*. *product innovation* berpengaruh positif dan signifikan terhadap *purchase intention*. *green brand awareness* berpengaruh positif dan signifikan terhadap *purchase intention*.

Kata kunci: *Green Marketing*, *Product Innovation*, *Green Brand Awareness*, dan *Purchase Intention*



ABSTRACT

This study aims to analyze the effect of green marketing, product innovation, and green brand awareness on the Purchase Intention straw stainless with the KFC logo (study on KFC consumers long roads, dredge gardens). The population in the study was 180 respondents. The sample used was as many as 180 respondents, calculated based on Hair's theory. The sampling method uses Purposive sampling. The data collection method uses the survey method, with the research instrument being a questionnaire. The data analysis method uses Partial Least Square. This research proves that green marketing has a positive and significant effect on purchase intention. Product innovation has a positive and significant effect on purchase intention. Green brand awareness has a positive and significant effect on purchase intention.

Keywords: Green Marketing, Product Inovation, Green Brand Awareness, Purchase Intention.



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